

FOR IMMEDIATE RELEASE

Patients can now "Opt-In" to personalized care alerts

Kenora, ON, June 18, 2025 – An exciting and integral part of the Central Waitlist Management (CWM) Project launched today with the *Opt-In* Campaign – patients of Lake of the Woods District Hospital (LWDH) can now opt-in to receive appointment reminders and confirmations via SMS text and email.

It is anticipated that as early as this fall, and starting with diagnostic imaging appointments, patients who sign up will receive text and email notifications, followed by the surgical appointments, expected to start in 2026. The broad and strategic public communication campaign – “Opt-in” is now live, encouraging patients who wish to utilize this service, to sign up ahead of the go-live dates by completing the online form at nwo-sms.ca.

Sean Hailstone, Director of Diagnostic Imaging at LWDH explains “The overall goal of the Central Waitlist Management Project is to optimize MRI imaging resources and surgical capacities across hospitals in Northwestern Ontario and implementing SMS and email notifications for patients who have diagnostic appointments will enhance patient communication, satisfaction, and system-wide appointment confirmations.”

LWDH President and CEO, Cheryl O’Flaherty explains more “Once SMS notifications go live in the fall, it will improve communication, reduce no shows, and provide timely information sharing and coordination across regional services. It’s important to understand that this project is broader than LWDH, as hospitals across Northwestern Ontario, including Thunder Bay Regional Health Sciences Centre will soon be capable of confirming appointments via SMS and email, this means that consenting to one facility means consenting to all facilities in Northwestern Ontario. If patients from Kenora and the surrounding communities are scheduled for diagnostic services in hospitals outside of LWDH, they will also receive notifications.”

How will the SMS notifications work?

Starting in Fall 2025, hospitals in Northwestern Ontario will send appointment reminders and confirmations via SMS or email to patients aged 16 and over who opt-in. No personal health information (PHI) or sensitive details will be shared through these messages.

How can patients opt-in to receive SMS notifications?

Patients can simply complete the online Opt-in consent [form](#), with their health card number, legal name, date of birth, and contact information (mobile phone number and email address). Consent for participation will also be recorded through this form and patients can unsubscribe at any time.

Participating hospitals include: Thunder Bay Regional Health Sciences Centre, Sioux Lookout Meno Ya Win Health Centre, Dryden Regional Health Centre, Riverside Health Care and Lake of the Woods District Hospital, although patients across the region can Opt-In.

Media Contact:

Charlene Kissick, Senior Communications Specialist
807-464-1941

ckissick@lwdh.on.ca

www.lwdh.on.ca

